

CONNECTICUT'S DIRECT DELIVERY LITERATURE DISTRIBUTION PROGRAM TO STATE WELCOME CENTERS

The Connecticut Commission on Culture & Tourism (CCT) is offering members of the Connecticut tourism industry the opportunity to DIRECT DELIVER literature to any one of Connecticut's Welcome Centers.

Below are just a few of the key program criteria.

- There is no cost to have your literature displayed. Brochure placement is based on a first come, first serve basis.
- The maximum quantity is 200 per delivery to each center. Additional quantities will be requested by staff.
- Provide a 2-month lead time for literature promoting performances, events, etc.
- Display placement of brochures will be handled by welcome center staff.
- All literature must be approved by Program Manager, prior to shipment and/or delivery.
- Private distributors and/or companies utilizing the welcome centers shall also adhere to the 200 total brochures per delivery policy.
- CCT will not be responsible for shipping costs.

I. LITERATURE ACCEPTANCE CRITERIA: All Connecticut tourism industry members may participate in the Connecticut **Direct Delivery Literature Distribution Program**. The following is the criteria established by CCT:

1. All brochures must be Connecticut travel related. Printed materials must help promote Connecticut tourism and furnish pertinent information about destinations, attractions, activities, events or points of interest which allows admission to the general public. The information must be generally beneficial and informative.
2. Standard size brochure 9"x4". This size fits perfectly into the racks located at the Welcome Centers. Anything larger than 9"x4" may be accepted with special arrangements. Additional racks may be required to accommodate larger size.
3. Paper quality: Recommended (60 lbs. or heavier) paper stock of brochure should be sufficient to prevent "wilting" or excessive drooping in the rack, and be identifiable in the upper one-third of the cover for the rack display. Brochures may be saddle-stitched, single or multiple folds.
4. Literature must be updated information with admission prices, dates, hours of operation, etc.
5. All material must be available free of charge for distribution at the Welcome Centers.
6. No more than 5% of the advertising content of a publication shall be devoted to advertising out-of-state destinations, attractions, points of interest, events or activities. The only exceptions made are cooperative advertising projects with other states.
7. Advertising in publications, and for distribution service purposes shall not be sold on the basis that literature will displayed or distributed through the Connecticut Welcome Centers.
8. Only those publications containing information on Connecticut tourism are displayed and/or distributed by the Division of Tourism with the following exceptions:
 - a) Materials featuring out-of-state areas may be approved if Connecticut's share of the content is proportionate, and/or it is considered advantageous to Connecticut's tourism industry.
 - b) Out-of-state distribution of State publications is reciprocated.
9. All coupons must state all restrictions that may apply. Adequate time to display, promote and redeem coupon offer must be provided.

II. UNACCEPTABLE LITERATURE: The following is a list of reasons for which a brochure would not be approved to participate in the Literature Distribution Service program.

1. Literature with political or religious content.
2. Literature which may be offensive to Welcome Center visitors. This includes offensive language or pictures that may be deemed inappropriate. The final decision will be made by CCT.
3. All newspaper must be pre-approved and adhere to program policy before displaying. Newspaper deliveries must provide stands, which is acceptable by CCT, to accommodate publication(s).
4. Literature that promote properties to which admission to the destination, attractions, events, activity or point of interest is based upon a membership fee or other means of exclusive admission, rather than general admission open to public.
5. Literature designed for commercial or non-tourist oriented purposes and is intended solely for the purpose of selling a non-tourism related product.
6. Literature devoted to advertising or promotion of attractions points of interest, events, activities or facilities not in Connecticut. (This excludes cooperative advertising efforts with Connecticut).
7. Any type of business cards.

III. SHIPPING INSTRUCTIONS TO CT WELCOME CENTERS:

1. Contact Rosemary Bove at 860 256.2725 or Rosemary.Bove@ct.gov prior to any shipments to receive authorization to ship. Contacts of each center will then be provided to make arrangements of delivery.
2. Complete the following two forms and submit prior to initial shipment of brochure(s).
3. Receiving hours are 8:00 to 4:00 daily, seven days a week.
4. A detailed packing slip must accompany every shipment including brochure title, total pieces, number of boxes/bundles per box, number of pieces per bundle.
5. There is no loading dock at any of the welcome centers.
6. Material must be shipped in cartons weighing no more than 25 pounds each.
7. Carriers include UPS and FED EX.
8. All shipments must be prepaid.

Connecticut Commission on Culture & Tourism

One Constitution Plaza, Hartford, CT, CT 06103

**Direct Delivery Literature Distribution Program
INFORMATION FORM**

(One Application Form per Brochure)

Name of Organization/Property

Brochure Title

Street Address

Contact Person /Title

City/State/Zip Code

Phone number

Fax number

Email address (required)

Nonprofit ? Y / N (circle one)

Bundle size (#)_____ (recommended # is 100)
Total number of brochures/ case _____

TERMS OF UNDERSTANDING:

1. CCT is not responsible for freight or related charges in shipping brochures.
2. All brochures are subject to approval, based on Literature Acceptance Criteria.
3. CCT will not be held responsible for any claims arising from industry members' brochures, their contents, or any claims made therein.
4. Brochures should be received in a timely manner to properly showcase item.
5. CCT's welcome center locations include: I-95's Darien, North Stonington, Westbrook, and West Willington on I-84 Westbound.
6. CCT will notify participants of low literature inventory.
7. The number of brochures provided, in total, for the **Direct Delivery Literature Distribution Program** should support the duration of event, attraction, season, etc.

Please place your signature on the line provided.

I _____ accept the terms and conditions of the **Direct Delivery Literature Distribution Program**. _____ Date

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Direct Delivery Literature Distribution Program

APPLICATION FORM

(One Application Form per Brochure)

Procedure for filling out form:

A) Complete separate application for each different titled brochure you wish to ship.

B) Complete the chart below.

C) Fax or mail both completed forms to:

Commission on Culture & Tourism
c/o Rosemary Bove
One Constitution Plaza, 2nd Floor
Hartford, CT 06103

fax: 860-270-8077

Questions?: Call Rosemary Bove 860-256-2725
or email at rosemary.bove@ct.gov

D) Your information will be shared with each respective staff.

E) You must provide both forms for each new brochure, initially. This includes annual re-prints and/or annual productions.

Please complete:

Center Location (Check off)	Shipping Date (indicate date)	Quantity to be shipped (indicate total # of boxes)
<input type="checkbox"/> Darien	_____	_____
<input type="checkbox"/> North Stonington	_____	_____
<input type="checkbox"/> Westbrook	_____	_____
<input type="checkbox"/> West Willington	_____	_____

